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SATISFACTION AMONG TOURISTS VISITING THE SHRI MATA VAISHNO DEVI SHRINE

Abstract

Tourism is an important sector for the economic development of any nation. Tourism is a multifaceted phenomenon encompassing diverse social, cultural, economic as well as ecological concerns. It is not a new phenomenon; the concept of tourism has existed since time immemorial. India emerges as one of the favourite destinations in the world because of its rich religious and cultural-religious diversity. The concept of the cult of the mother goddess is famous in north India where pilgrims from all over the country visited these Shrines. Shri Mata Vaishno Devi shrine is one of the shrines of the mother goddess. This paper deals with the level of satisfaction of tourists who visited Shri Mata Vaishno Devi Shrine to seek the blessing of the Mother Goddess. The paper is based on the primary data which was collected through an interview schedule from the vicinity of Katra which is the base camp of Mata Vaishno Devi Shrine.

Key Words: - Shri Mata Vaishno Devi, Tourists, Mother Goddess, Katra, Tourism.

INTRODUCTION

World Tourism Organization defines tourism as an activity of people who travel to places outside their normal surroundings and stay there, for leisure, business or other purposes, for no longer than one year without interruption. Each day lakhs of people travel to different places from their residences throughout the world for various resolves like pleasure, corporate events, venture, leisure and recreation, therapeutic, festivals and academic pursuits. Tourism has grown steadily over the years and contributed to the nation's Gross domestic product (GDP). Tourism is considered a major force in the global economy; it is a basis of development and a key driver for socioeconomic progress. In 2006, International tourist arrivals were 842 million and were expected to increase to 1.6 billion by the year 2020. According to the World Tourist Organization (WTO), tourist flow between 1990 to 2010 increased from 456 million per annum to 937 million per annum. In 2005, the tourist influx rose to 808 million per year. The World Tourism 2020 vision forecast that this number would rise to 1006.4 million in 2010 and would reach 1561.1 million in 2020. The World Travel and Tourism Council (WTTC 2022) report, reveals that the travel and tourism sector

contributed to 7.6% of the global GDP which would increase by 22% by 2021. Figures have been observed that by 2022, travel and tourism would provide 22 million jobs representing an increase of 7.9% in 2021 furthermore, domestic visitor spending increased by 20.4% in 2022 whereas international visitor spending increased by 81.9% in 2022. Hence Tourism is not a new phenomenon that has emerged in recent times but it has existed in historic times in many ways. In early periods people used to travel for a variety of reasons – to educate themselves, to satisfy their needs (food, clothing, Shelter), as well as to engage in warfare. The growth of tourism was slow until the last century but after the process of industrialization, it has grown exponentially. Tourism can be classified into the following categories based on its forms and features such as leisure and Business Tourism, Cultural Tourism, Music Tourism, Pilgrimage Tourism, Health and Medical Tourism, Shopping Tourism, Education Tourism, Adventure Tourism, Sports Tourism, and Wildlife Tourism. (M.R Dileep 2019)

Religious tourism

Since ancient times, religious travel has been extremely popular. People's visits to various sacred and religious sites preceded tourism. There are allusions to the saints of all religions visiting various sacred places for their spiritual development and enlightenment. The majority of individuals go to religious places in their later years. Then, they have lived their lives and want to get away from all material attachments and become as close to God as they can. A pilgrim is a person who goes to religious places to honour or seek the graces of God; the journey they take is known as "Pilgrimage or Religious Tourism." (Campo, 1998). When someone engages in religious tourism, they go to a destination associated with their specific faith or religion. (Gurung, 2016). Religious tourism is a special interest tourism in which tourists visit various sacred sites to seek blessings and to get their desires fulfilled. (Trauer, 2006). Travellers, researchers, pilgrims, devotees, attendees of conferences, events, festivals, explorers, etc. are examples of special interest tourism. Certain researchers distinguish between pilgrims and tourists based on the purpose of the visit. The important purpose of religious tourism is to visit sacred places get a divine blessing and have a *darshan* of God and Goddess as well as local deities. Religion is an emotion that encourages the tourist to visit various sacred places. These emotions are not only observed in India but also among devotees of the Greek, Roman and American religious orders.

Religious Tourism in India

There are hundreds of religious sites related to Islam, Buddhism, Jainism, Sikhism, and Hinduism in India. To see these locations, people can travel from one part of the nation to another. The major religious tourist destinations in India are the Char Dham (Badrinath, Kedarnath, Gangotri, and Yamunotri), the north's Vaishno Devi, Amarnath, Rishikesh, Haridwar, Amritsar, and Kashi Vishweshwar, the south's Sabarimala, Rameshwaram, Madurai, Tirupati, and Velankanni Church, the west's magnificent churches of Goa, the east of Puri Jagannath temple, the Ujjain, Omkareshwar, Sanchi, and Ajmer Sharif Dargah in Central India, the 12 jyotirlingas of Lord Shiva, and the north's 52 Shaktipeeths of Devi.

Tourism in the Union Territory of Jammu and Kashmir

Jammu and Kashmir is the northernmost Union Territory of India situated between 32°17' to 37°06' North latitudes and 73° 26' to 80° 30' East longitudes. Earlier, Jammu and Kashmir's state consisted of three divisions i.e., Jammu division, Kashmir division, and Ladakh division but after the abolition of Article 370, the state has been divided into two union territories which are Jammu and Kashmir and the other is Ladakh. So basically Jammu and Kashmir has been a Union Territory since August 2019. The tourism sector is the backbone of Jammu and Kashmir as it is the second largest sector of the Union Territory after agriculture. Tourism provides opportunities for host communities to exchange their culture with others develop mutual understanding and reduce their prejudices. Jammu is known as the city of temples. Many old and famous religious sites like Amarnath Shrine, Bawa Wali Mata, Shri Mata Vaishno Devi, Machail Mata, Hazratbal Shrine, Buda Amarnath etc are well-known throughout the country and tourists from various parts of the country travel to seek blessings from these shrines. The most visited shrine in the Jammu division is the Mata Vaishno Devi Temple, which is situated at the foothills of the Trikuta Mountains at Katra in district Reasi where 95 Lakh pilgrims visited in 2023 (Indian News). Pilgrims not only from North India but also from other parts of India as well as Non-Residence of India (NRIs) also visit this shrine. The city of Katra is 42 km away from Jammu which is considered as the centre point for tourists. Katra is located at 32.98 ° North and 74.95 ° East. The average elevation from above sea level is 875 meters (2,474 feet).

Management of Shri Mata Vaishno Devi Shrine

Pilgrims visited the Shrine to worship offer prayers and carry out certain rites and rituals. Local people and priests guide them in performing these rituals. Before 1986, priests arrange accommodation and food for pilgrims. However, it is difficult for the priests to accommodate everyone due to the growing number of pilgrims. To provide better facilities to pilgrims visiting the shrine, the government established the Shri Mata Vaishno Devi Shrine Board on 30 August 1986 under the provision of the Jammu and Kashmir Shri Mata Vaishno Devi Shrine Act 1988 which took the control of Shrine from the local people.

Objectives of the Study: -

1. To study the socio-economic and demographic profile of the tourists.
2. To study the satisfaction level of tourists who visited Shri Mata Vaishno Devi Shrine based on a 5-point Likert scale.

The Methodology used: -

The universe of the study is Shri Mata Vaishno Devi Shrine. The research paper is based on both primary and secondary data. The primary data has been collected through a field survey in which interview schedule research methods were used whereas secondary data has been collected through books, articles, magazines, journals, newspapers, websites, and reports. The respondents pertain to tourists who visited the shrine. They were asked certain questions regarding the facilities they avail during their journey.

SOCIO-ECONOMIC AND DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Table No. 1 Socio-economic and Demographic Profile of the Respondents

Demographic profile		Frequency	Per cent
Gender	Male	218	85.5
	Female	37	14.5
	Total	255	100.0
		Frequency	Per cent
Age	21-30	97	38.0
	31-40	76	29.8
	41-50	56	22.0
	51-60	22	8.6
	Above 60	4	1.6
	Total	255	100.0
		Frequency	Per cent
Religion	Hindu	245	96.1
	Sikh	10	3.9

	Total	255	100.0
		Frequency	Per cent
Caste	General	162	63.53
	SC	36	14.12
	ST	05	1.96
	OBC	08	3.14
	No Caste	44	17.25
	Total	255	100.0
		Frequency	Per cent
Marital Status	Unmarried	76	29.8
	Married	179	70.2
	Total	255	100.0
		Frequency	Per cent
Occupation	Government Job	54	21.18
	Private Job	69	27.06
	Self-employed	64	25.10
	Daily Wager	20	7.84
	Retired	03	1.18
	Farmers	10	3.92
	Students	33	12.94
	Homemakers	02	0.78
Total	255	100.0	
		Frequency	Per cent
Monthly Income	Up to Rs.25,000/-	74	29.0
	Rs.25,000 to Rs.50,000/-	89	34.9
	Rs.50,000 to 75,000/-	66	25.9
	Above Rs.75,000/-	26	10.2
	Total	255	100.0
		Frequency	Per cent
Residence	East	16	6.27
	West	13	5.10
	Centre	17	6.67
	North	202	79.21
	South	07	2.75
	Total	255	100.0

The gender of the respondents

From their gender profile. We can observe that out of a total 255 tourists, the majority of the respondents were male with an aggregate of 85.5% whereas 14.5% of respondents were female. Although both male and female tourists visited the shrine. It was largely family-oriented visits in which male respondents were able to interact with the researcher whereas in some cases it was all women group who were visiting the shrine. Hence percentage of men is more in comparison to women in the study.

Age of the Respondents

Age is considered as the most important variable in demographic characteristics. Tourists from different age groups visited the Shrine. The minimum age of the respondents is 21 years and goes up to 60 years. From the above table, we can interpret that around 38% of the respondents belong to the age group of 21-30. These respondents were mostly newly married couples who visited the Shrine to take the blessing of Mata Rani after marriage. Moreover, 29.8% of the respondents belong to the age group 31-40 who visited with family to the Shrine whereas 22% belong to the age group of 41-50. Furthermore, it was observed that 8.6% of the respondents belong to the age group of 51-60 and only 1.6% of the respondents belong to the age group of above 60 years. Hence, the percentage of tourists above the age group of 50 years is less because the trajectory of the path is difficult which is not favourable for elderly people. From the data, it is deciphered that tourists belonging to different age groups visited the Shrine.

Religion of the Respondents

As we know, Shri Mata Vaishno Devi Shrine is one of the famous Hindu Pilgrimage sites in India. Tourists across the country visited there to seek the blessing of Mother Goddess. Not only Hindu tourists but people from other religions also visited the Shrine. The majority of the respondents belong to the Hindu religion i.e. 96.1% whereas 3.9% of the respondents belong to the Sikh religion.

Caste of the Respondents

From the above table, we can decipher that people from different castes visited the Shrine across the country. From the data, it is revealed that 63.53% of the respondents belonged to the general Caste. Furthermore, 14.12% of the respondents belong to Schedule Caste families who visited the Shrine whereas 1.96% belong to Schedule Tribe families who visited the shrine. Moreover, 3.14% of the respondents belong to the backward class. However, 17.25% of the respondents who did not reveal their caste. They were of the view that God is for everyone no barriers for caste. Hence, people don't face any caste discrimination while travelling or visiting the shrine.

Marital Status of the Respondents

Marital status varies from society to society and from place to place. The sample was categorized into two categories i.e. married and unmarried. Out of a total 255 respondents, 29.8% of the respondents were unmarried and 70.2% of the respondents were married. The data indicates that the majority of pilgrims who visited the Shrine were married. Tourists

prefer to visit with their families to seek the blessing of the Mother Goddess. It is the belief system among the Hindu community, that a person should visit the shrine once in his lifetime after marriage.

Occupation of the Respondents

From the above table, the occupational status of the respondents was ascertained who visited the Shrine. Out of a total 255 respondents, 25.10% of the respondents were self-employed and had their own businesses whereas 27.06% of the respondents were working in private jobs. Furthermore, 21.18% of the respondents were working in government sectors whereas 7.84% of the respondents were daily wagers and only 1.18% of the respondents were retired from different government as well as private jobs. Moreover, 12.94% of the respondents were students whereas 3.92% of the respondents were farmers and involved in the agricultural sector and only 0.78% were homemakers.

Monthly Income of the Respondents

For our study, the above income categories were framed. The table specifies the household income of the respondents who visited the Shrine. Out of a total 255 respondents, 34.9% of the respondents fall in the category of Rs. 25,000 to Rs. 50,000. Furthermore, 29% of the respondents belong to the income category of up to Rs. 25,000 whereas 25.9% of the respondents belong to the income category having income between Rs. 50,000 to Rs. 75,000 and only 10.2% of the respondents belong to the income category which is above Rs. 75,000. Hence the tourists belong to various class categories having diverse incomes.

Residence of the Respondents

Shri Mata Vaishno Devi Shrine falls within the trilogy of Tirthas about the Mother Goddess cult whose manifestations are worshipped in various facets form such as Chamunda Devi, Naina Devi, Jwala Devi, Chintpurni Devi, etc. Tourists from all over the country visit there to seek blessings. The above table is regarding the tourists visiting from across the country. It is deciphered from the data that 6.27% of the respondents were from the eastern states including Assam, West Bengal, Jharkhand etc. Furthermore, 5.10% of the respondents were from the western states including Rajasthan, and Gujarat. Moreover, 6.67% of the respondents were from central Indian states including Madhya Pradesh and Orissa. Furthermore, 79.21% of the respondents travel to Shrine from the northern state of the country including Punjab, Haryana, Jammu and Kashmir, Uttarakhand, Uttar Pradesh, Delhi, and Bihar. The majority of our respondents belong to northern states because the concept of the Mother Goddess cult is famous in northern parts of the country. They argued that they travel mostly during the

Navratri festival to seek the blessings of Mata Rani. Tourists prefer to visit the Shrine during festivals and other occasions like the Navratri festival, Diwali festival, New Year occasion and other Hindu rituals. During Navratri festivals and New Year's occasions, there was a huge rush of tourists to the shrine. Moreover, 2.75% of the respondents who visited there belong to southern states like Kerala, Maharashtra, Andhra Pradesh etc.

CROSS TABULATION

Table No. 2 Cross Tabulation of Gender and Occupation

			Occupation								Total
			Government Job	Private Job	Self-employed (business)	Casual labourers (daily wage earners)	Retired	Farmers	Students	Home makers	
Gender	Male	Count	42	64	63	20	3	10	16	0	218
		% within Gender	19.3%	29.4%	28.9%	9.2%	1.4%	4.6%	7.3%	0.0%	100.0%
		% within Occupation	77.8%	92.8%	98.4%	100.0%	100.0%	100.0%	48.5%	0.0%	85.5%
	Female	Count	12	5	1	0	0	0	17	2	37
		% within Gender	32.4%	13.5%	2.7%	0.0%	0.0%	0.0%	45.9%	5.4%	100.0%
		% within Occupation	22.2%	7.2%	1.6%	0.0%	0.0%	0.0%	51.5%	100.0%	14.5%
Total	Count	54	69	64	20	3	10	33	2	255	
	% within Gender	21.2%	27.1%	25.1%	7.8%	1.2%	3.9%	12.9%	0.8%	100.0%	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

The above table represents the cross-tabulation of gender across different occupations. The row represents gender and the column represents Occupation in which the most common occupation among men was a private job which is 29.4% followed by self-employed which was 28.9%. Moreover, 19.3% of the males were working in the government sector whereas

9.2% were casual labourers followed by students 7.3%, farmer 4.6% and retired persons 1.4%. Furthermore, 32.4% of the respondents were females who were working in the government sector, whereas 45.9% of the females were students. Moreover, 13.5% of the females have engaged in the private sector only 2.7% of the females were self-employed and 5.7% were homemakers.

Table No. 2.1 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	67.988^a	7	.000
Likelihood Ratio	62.094	7	.000
Linear-by-Linear Association	17.245	1	.000
N of Valid Cases	255		

a. 7 cells (43.8%) have an expected count of less than 5. The minimum expected count is .29.

Pearson Chi-Square: The calculated value is 67.988 with 7 degrees of freedom, and the associated p-value is less than 0.0001 ($p < .001$), indicating a significant association between two variables age and occupation.

Likelihood Ratio: The calculated value is 62.094 with 7 degrees of freedom, and the associated p-value is less than 0.0001 ($p < .001$), again indicating a significant association between two variables age and occupation.

Linear-by-linear Association: the calculated value is 17.245 with 1 degree of freedom, and the associated p-value is less than 0.001 ($p < .001$), which once more indicates a significant association between the variables.

Hence, the Chi-Square test indicates a highly significant relationship between two categorical variables i.e., Gender and Occupation.

Table No. 3 Cross Tabulation of Age and Occupation

			Occupation								Total
			Government Job	Private Job	Self-employed (business)	Casual labourers (daily wage earners)	Retired	Farmers	Students	Home makers	
Age	21-30	Count	10	40	13	2	0	1	31	0	97
		% within Age	10.3%	41.2%	13.4%	2.1%	0.0%	1.0%	32.0%	0.0%	100.0%
		% within Occupation	18.5%	58.0%	20.3%	10.0%	0.0%	10.0%	93.9%	0.0%	38.0%
	31-40	Count	20	21	22	9	0	1	2	1	76
		% within Age	26.3%	27.6%	28.9%	11.8%	0.0%	1.3%	2.6%	1.3%	100.0%
		% within Occupation	37.0%	30.4%	34.4%	45.0%	0.0%	10.0%	6.1%	50.0%	29.8%
	41-50	Count	14	8	19	6	0	8	0	1	56
		% within Age	25.0%	14.3%	33.9%	10.7%	0.0%	14.3%	0.0%	1.8%	100.0%
		% within Occupation	25.9%	11.6%	29.7%	30.0%	0.0%	80.0%	0.0%	50.0%	22.0%
	51-60	Count	10	0	9	3	0	0	0	0	22
		% within Age	45.5%	0.0%	40.9%	13.6%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within Occupation	18.5%	0.0%	14.1%	15.0%	0.0%	0.0%	0.0%	0.0%	8.6%
	Above 60	Count	0	0	1	0	3	0	0	0	4
		% within Age	0.0%	0.0%	25.0%	0.0%	75.0%	0.0%	0.0%	0.0%	100.0%
		% within Occupation	0.0%	0.0%	1.6%	0.0%	100.0%	0.0%	0.0%	0.0%	1.6%
Total	Count	54	69	64	20	3	10	33	2	255	
	% within Age	21.2%	27.1%	25.1%	7.8%	1.2%	3.9%	12.9%	0.8%	100.0%	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

The above table represents the cross-tabulation of age groups across different occupations. The row represents the age group and the column represents the Occupational status of the respondents. It is indicated from the table that 97 respondents belong to the age group of 21 to 30 years having occupations in different categories. Out of this, 41.2% of the respondents were engaged in the private sector, 32% of the respondents were students who were not yet involved in the occupation, 13.4% of the respondents were self-employed, 10.3% of the respondents were engaged in the government sector and only 2.1% of the respondents were casual labourers and 1% of the respondents were involved in agricultural activities.

Furthermore, 76 respondents belong to the age group of 31-40 years. Out of this age group, 28.9% of the respondents were self-engaged whereas 27.6% of the respondents were engaged in the private sector and 26.3% of the respondents were engaged in government jobs. Moreover, 11.8% of the respondents were casual labourers and 2.6% were students who were pursuing higher education. Besides, 56 respondents belong to the age group of 41-50 years. Out of this age group, 33.9% of the respondents were self-employed have their own business whereas 25% of the respondents were engaged in different government jobs. However, 14.3% of the respondents were engaged in the private sector and also 14.3% of the respondents were engaged in agricultural activities and only 10.7% of the respondents were casual labourers. Additionally, 22 respondents belong to the age group of 51-60 years. Out of this age group, 45.9% of the respondents were engaged in government services and 40.9% of the respondents were self-employed whereas 13.6% of the respondents were casual labourers and earned their livelihood by working as daily wagers. Furthermore, only 4 respondents were there who belong to the age group of above 60 years. From this age group, 75% of the respondents were retired depending upon their family as well as pension income and only 25% of the respondents were self-employed and had their businesses.

Table No. 3.1 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	302.444^a	28	.000
Likelihood Ratio	151.044	28	.000
Linear-by-Linear Association	7.120	1	.008
N of Valid Cases	255		

a. 24 cells (60.0%) have an expected count of less than 5. The minimum expected count is .03.

Pearson Chi-Square: The calculated value is 302.444 with 28 degrees of freedom, and the associated p-value is less than 0.001($p < .001$), indicating a highly significant relationship between age and occupation.

Likelihood Ratio: The calculated value is 151.044 with 28 degrees of freedom, and the associated p-value is less than 0.001($p < .001$), which emphasizes the highly significant relationship between age and occupation.

Linear by linear Association: The Calculated value is 7.120 with 1 degree of freedom, and the associated p-value is 0.008, which is less than 0.05, indicating a statistically significant linear relationship between age and occupation.

Hence, the Chi-Square test indicates a highly significant relationship between two categorical variables i.e., Age and Occupation.

Table No. 4 Cross Tabulation of Marital Status and Occupation

			Occupation								Total
			Government Job	Private Job	Self-employed (business)	Casual labourers (daily wage earners)	Retired	Farmers	Students	Homemakers	
Marital Status	Single	Count	7	28	6	1	0	1	33	0	76
		% within Marital Status	9.2%	36.8%	7.9%	1.3%	0.0%	1.3%	43.4%	0.0%	100.0%
		% within Occupation	13.0%	40.6%	9.4%	5.0%	0.0%	10.0%	100.0%	0.0%	29.8%
	Married	Count	47	41	58	19	3	9	0	2	179
		% within Marital Status	26.3%	22.9%	32.4%	10.6%	1.7%	5.0%	0.0%	1.1%	100.0%
		% within Occupation	87.0%	59.4%	90.6%	95.0%	100.0%	90.0%	0.0%	100.0%	70.2%
Total	Count	54	69	64	20	3	10	33	2	255	
	% within Marital Status	21.2%	27.1%	25.1%	7.8%	1.2%	3.9%	12.9%	0.8%	100.0%	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

The above table represents the cross-tabulation of marital status across different occupations. The row represents the Marital status and the column represents the Occupational status of the respondents. It is indicated from the table that 76 respondents were unmarried (Single) having occupations in different categories. Out of this, 43.4% of the respondents were students and pursued their education in different institutions whereas 36.8% of the respondents were working in the private sector and 9.2% of the respondents were working in the government sector. However, 7.9% of the respondents were self-employed and only 1.3% of the respondents were casual labourers. Furthermore, 179 respondents were married. Out of this, 32.4% of the respondents were self-engaged whereas 26.3% of the respondents were working in the government sector and 22.9% of the respondents were working in the private

sector. Moreover, 10.6% of the respondents were casual labourers and 1.7% were retired persons and 5.0% of the respondents were farmers.

Table No. 4.1 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	111.520^a	7	.000
Likelihood Ratio	121.578	7	.000
Linear-by-Linear Association	37.277	1	.000
N of Valid Cases	255		

a. 5 cells (31.3%) have an expected count of less than 5. The minimum expected count is .60.

Pearson Chi-Square: the calculated value is 111.520 with 7 degrees of freedom, and the associated p-value is less than 0.001 ($p < .001$), indicating a highly significant relation between two categorical variables i.e., marital status and occupation.

Likelihood Ratio: the calculated value is 121.578 with 7 degrees of freedom, and the associated p-value is less than 0.001 ($p < .001$), reinforcing the highly significant relationship observed between marital status and occupation.

Linear by linear association: the calculated value is 37.277 with 1 degree of freedom, and the associated p-value is less than 0.001 ($p < .001$), indicating a statistically significant linear relation between marital status and occupation.

Hence, the Chi-Square test indicates a highly significant relationship between two categorical variables i.e., Marital status and Occupation.

Table No. 5 Cross Tabulation of Age and Monthly Income

			Monthly Income				Total
			Upto Rs.25,000/-	Rs.25,000 to Rs.50,000	Rs.50,000 to 75,000/-	Above Rs.75,000/-	
Age	21-30	Count	53	31	9	4	97
		% within Age	54.6%	32.0%	9.3%	4.1%	100.0%
		% within Monthly Income	71.6%	34.8%	13.6%	15.4%	38.0%
	31-40	Count	13	34	23	6	76
		% within Age	17.1%	44.7%	30.3%	7.9%	100.0%
		% within Monthly Income	17.6%	38.2%	34.8%	23.1%	29.8%
	41-50	Count	6	20	23	7	56
		% within Age	10.7%	35.7%	41.1%	12.5%	100.0%
		% within Monthly Income	8.1%	22.5%	34.8%	26.9%	22.0%
	51-60	Count	2	3	8	9	22
		% within Age	9.1%	13.6%	36.4%	40.9%	100.0%
		% within Monthly Income	2.7%	3.4%	12.1%	34.6%	8.6%
	Above 60	Count	0	1	3	0	4
		% within Age	0.0%	25.0%	75.0%	0.0%	100.0%
		% within Monthly Income	0.0%	1.1%	4.5%	0.0%	1.6%
Total	Count	74	89	66	26	255	
	% within Age	29.0%	34.9%	25.9%	10.2%	100.0%	
	% within Monthly Income	100.0%	100.0%	100.0%	100.0%	100.0%	

The above table represents the cross-tabulation of age groups across monthly income. The row represents the Age group and the column represents the Monthly Income of the respondents. It is indicated from the table that 97 respondents belong to the age group of 21 to 30 years having different monthly incomes. Out of this, 54.6% of the respondents were categorized in the income group of having monthly income upto Rs. 25,000 whereas 32% of the respondents belonged to the income category i.e., Rs. 25,000 to Rs. 50,000. However, 9.3% of the respondents belonged to the income category i.e., Rs 50,000 to Rs. 75,000 and only 4.1% of the respondents were there who have income of above Rs. 75,000. Furthermore, 76 respondents belong to the age group of 31-40 years. Out of this, 44.7% of the respondents belong to the income category of Rs. 25,000 to Rs. 50,000 whereas 30.3% of the respondents belong to the income category of Rs 50,000 to Rs. 75,000. However, 17.1% of the respondents belong to the income category of up to Rs 25,000 and only 7.9% of the respondents belong to the income category of above Rs. 75,000. Additionally, 56 respondents

belong to the age group 41-50 age group. Out of this, 41.1% of the respondents belong to the income category of Rs. 25,000 to Rs. 50,000 whereas 35.7% of the respondents belong to the income category of Rs. 25,000 to Rs. 50,000. However, 12.5% of the respondents belong to the income category of above Rs. 75,000 and 10.7% of the respondents belong to the income category of Up to Rs. 25,000. Besides this, 22 respondents belong to the age group of 51-60 years. Out of this, 40.9% of the respondents belonged to the income category above Rs. 75,000 whereas 36.4% of the respondents belonged to the income category of Rs 50,000 to Rs. 75,000. However, 13.6% of the respondents belong to the income category of Rs. 25,000 to Rs. 50,000 and only 9.1% of the respondents belong to the income category of up to Rs. 25,000. Moreover, 4 respondents belong to the age group of above 60 years. Out of this, 75% of the respondents belong to the income category of Rs. 25,000 to Rs. 50,000 and only 25% of the respondents were there who belong to the income category of Rs. 25,000 to Rs. 50,000.

Table No. 5.1 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	87.120^a	12	.000
Likelihood Ratio	82.106	12	.000
Linear-by-Linear Association	57.359	1	.000
N of Valid Cases	255		

a. 5 cells (25.0%) have an expected count of less than 5. The minimum expected count is .41.

Pearson Chi-Square: The calculated value is 87.120 with 12 degrees of freedom. The associated p-value is less than 0.001 ($p < 0.001$), indicating a highly significant relationship between the categorical variables i.e., Age and Monthly Income.

Likelihood Ratio: The calculated value is 82.106 with 12 degrees of freedom. The associated p-value is less than 0.001 ($p < .001$), confirming a highly significant relationship between the variable i.e., Age and monthly income.

Linear by Linear association: The calculated value is 57.359 with 1 degree of freedom. The associated p-value is less than 0.001 ($p < .001$), indicating a statistically significant linear relationship between age and monthly income.

Hence, the Chi-Square test demonstrates a highly significant relationship between the analyzed categorical variables.

Table No. 6 Cross Tabulation of Marital Status and Monthly Income

			Monthly Income				Total
			Up to Rs.25,000/-	Rs.25,000/- to Rs.50,000/-	Rs.50,000 to 75,000/-	Above Rs.75,000/-	
Marital Status	Single	Count	40	24	10	2	76
		% within Marital Status	52.6%	31.6%	13.2%	2.6%	100.0%
		% within Monthly Income	54.1%	27.0%	15.2%	7.7%	29.8%
	Married	Count	34	65	56	24	179
		% within Marital Status	19.0%	36.3%	31.3%	13.4%	100.0%
		% within Monthly Income	45.9%	73.0%	84.8%	92.3%	70.2%
Total	Count	74	89	66	26	255	
	% within Marital Status	29.0%	34.9%	25.9%	10.2%	100.0%	
	% within Monthly Income	100.0%	100.0%	100.0%	100.0%	100.0%	

The above table represents the cross-tabulation of marital status and monthly income. The row represents the Marital status and the column represents the Marital status of the respondents. It is indicated from the table that 76 respondents were unmarried (Single) having different monthly incomes. Out of this, 52.6% of the respondents belonged to the income category of up to Rs. 25,000 whereas 31.6% of the respondents belonged to the income category of Rs. 25,000 to Rs. 50,000. However, 13.2% of the respondents belonged to the income category of Rs. 50,000 to Rs. 75,000 only 2.6% of the respondents belonged to the income category of above Rs. 75,000. Furthermore, 179 respondents were married. Out of this, 36.3% of the respondents belonged to the income category of Rs. 25,000 to Rs. 50,000 whereas 31.3% of the respondents belonged to the income category of Rs. 50,000 to Rs. 75,000 and 19% of the respondents belonged to the income category of up to Rs. 25,000 and only 13.4% of the respondents were there who belonged to the income category of above Rs. 75,000.

Table No. 6.1 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.992^a	3	.000
Likelihood Ratio	34.585	3	.000
Linear-by-Linear Association	30.811	1	.000
N of Valid Cases	255		

a. 0 cells (0.0%) have an expected count of less than 5. The minimum expected count is 7.75.

Pearson Chi-Square: The calculated value is 33.992 with 3 degrees of freedom. The associated p-value is less than 0.001($p < .001$), indicating a highly significant relationship between marital status and monthly income.

Likelihood ratio: The Calculated value is 34.585 with 3 degrees of freedom. The associated p-value is less than 0.001($p < .001$), confirming a highly significant relationship between marital status and monthly income.

Linear by linear association: The calculated value is 30.811 with 1 degree of freedom. The associated p-value is less than 0.001($p < .001$), indicating a statistically significant linear relationship between marital status and monthly income.

Hence, the Chi-Square test reveals a highly significant relationship between the analyzed categorical variable i.e., marital status and monthly income.

SATISFACTION LEVEL OF RESPONDENTS CONCERNING THE FACILITIES PROVIDED BY THE SHRINE BOARD

Table No. 7 Quality of food provided in Shrine Board Restaurants

		Frequency	Percent
Quality of food provided in the shrine board restaurants	Highly dissatisfied	7	2.7
	Dissatisfied	14	5.5
	Neutral	49	19.2
	Satisfied	159	62.4
	Highly satisfied	26	10.2
	Total	255	100.0

There were several restaurants, tea stalls, and food outlets on track which were being run by the Shrine board. Tourists consume eatery items from those restaurants. The respondents were asked about the food quality that was provided by the Shrine board. The above table deciphers the level of food quality that is being provided by the shrine board at their restaurant. It is recorded that 62.4% of the respondents were satisfied with the quality of the food. They were of the view that the quality was very good. The rates of dishes were easily affordable. According to them, it was cheap and best at that time. However, 19.2% of the respondents gave a neutral opinion on the quality of food. According to them, food is good

enough to consume. Moreover, 10.2% of the respondents were highly satisfied with the quality of the food. Furthermore, 5.5% of the respondents were dissatisfied with the facilities and only 2.7% of the respondents were highly dissatisfied with the food qualities. They argued that the quality of food was poor.

Table No. 8 Information displayed on board

		Frequency	Percent
The information displayed on the board	Highly dissatisfied	2	.8
	Dissatisfied	33	12.9
	Neutral	147	57.6
	Satisfied	63	24.7
	Highly satisfied	10	3.9
	Total	255	100.0

The above table shows the level of information provided by the board to the tourist during their journey. It is revealed from the table that 57.6% of the respondents gave neutral responses on the information Centre. They believed that the arrangements were good. According to them, the sign boards regarding track terrain, the history of the temple and other important things have been displayed on the boards. Moreover, 24.7% of the respondents were satisfied with the information provided by the board. Everything was displayed on sign boards. Furthermore, 12.9% of the respondents rate the information centres as average. They were dissatisfied with the arrangement and 3.9% of the respondents were highly satisfied and only 0.8% of the respondents were highly dissatisfied with the facilities regarding the tourist information Centre.

Table No. 9 Quality of Massage Centers

		Frequency	Percent
Quality of Massage centres	Highly dissatisfied	1	.4
	Dissatisfied	48	18.8
	Neutral	153	60.0
	Satisfied	45	17.6
	Highly satisfied	8	3.1
	Total	255	100.0

The journey of Shri Mata Vaishno Devi Bhawan is 15km from the bus stand and the track is full of uneven topography. Tourists tired during the journey and used the facilities of massage which had been provided by the private players. From the above table, it is interpreted that there were private massage centres on the track which provided facilities for tourists. Tourists

avail of these facilities at very minimal prices. It is indicated from the data that 60% of the respondents gave neutral responses to massage centres. They were of the view that these facilities should be provided by the shrine board. Furthermore, 17.6% of the respondents were satisfied with the massage facilities they avail there however 18.8% of the respondents were dissatisfied with the massage facilities.

Table No. 10 Satisfaction level of guidance for the journey

		Frequency	Percent
Satisfaction level of guidance for the journey	Highly dissatisfied	4	1.6
	Dissatisfied	58	22.7
	Neutral	142	55.7
	Satisfied	46	18.0
	Highly satisfied	5	2.0
	Total	255	100.0

There were no facilities of tourist guides for the pilgrims but all the information related to the journey was displayed on the boards alongside the track. Local people guided the tourists on the journey and told them the stories of the Mother Goddess. Sometimes service providers also guide the tourist for the journey. The above table highlights the satisfaction level of tourist guide facilities available there. There are no such facilities provided by the Shrine board. Although all the journey information has been written on the signboards. The above table indicates that 55.7% of the respondents were of neutral view about the tourist guide facilities. They were of the view that all the necessary information about the journey was available on the sign board. There is no such need for a tourist guide there. Furthermore, 22.7% of the respondents were dissatisfied with the available facilities. They believed that there was a scope for improvement in it. However, 18% of the respondents were highly satisfied with the facilities there and only 2% of the respondents were highly satisfied with the tourist guide facilities.

Table No. 11 Satisfaction level of Pithoo services

		Frequency	Percent
Satisfaction level of Pithoo Service	Highly dissatisfied	4	1.6
	Dissatisfied	34	13.3
	Neutral	133	52.2
	Satisfied	73	28.6
	Highly satisfied	11	4.3
	Total	255	100.0

The above table shows the data regarding the Pithoo services. It is deciphered from the data that 52.2% of the respondents were happy and had a neutral view of the Pithoo services. Furthermore, 28.6% of the respondents were satisfied with the service. However, 13.3% of the respondents were dissatisfied with the service. They believed that there should be proper management of these services and can improve in future. Besides, 4.3% of the respondents were highly satisfied with the service and only 1.6% of the respondents were highly dissatisfied with the services.

Table No. 12 Satisfaction level of Palki services

		Frequency	Percent
Satisfaction level of Palki services	Highly dissatisfied	3	1.2
	Dissatisfied	12	4.7
	Neutral	118	46.3
	Satisfied	106	41.6
	Highly satisfied	16	6.3
	Total	255	100.0

As board started many services for the tourists to make their journey easy and affordable. From the above table, it is interpreted that 46.3% of the respondents were happy with the service and gave neutral responses to the service. Furthermore, 41.6% of the respondents were satisfied with the service. They believed that palki service was good for old people who could not walk on hilly tracks. Moreover, 6.3% of the respondents were highly satisfied with the service being provided by the board. However, 4.7% of the respondents were dissatisfied and only 1.2% of the respondents were highly dissatisfied with the Palki services.

Table No. 13 Satisfaction level of Pony Ride service

		Frequency	Percent
Satisfaction level of Pony Ride services	Highly dissatisfied	5	2.0
	Dissatisfied	11	4.3
	Neutral	78	30.6
	Satisfied	143	56.1
	Highly satisfied	18	7.1
	Total	255	100.0

Shri Mata Vaishno Devi Bhawan is situated 15km away from the city on the mountains. Tourists visit there either by foot or using other means of travel like Pithoo, palki, pony,

horse and e-vehicle. The above table shows data on pony/horse facilities which were provided by a private person but it was licensed by the shrine Board. From the data, it is interpreted that 56.1% of the respondents were satisfied with the facilities. They were of the view that these facilities are cheap and affordable for every tourist. Furthermore, 30.6% of the respondents have a neutral view of the pony ride facilities provided there. However, 7.1% of the respondents were highly satisfied and 4.3% of the respondents were dissatisfied. Besides these 2% of the respondents were highly dissatisfied with the facilities provided there.

Table No. 14 Satisfaction level of langar Facilities

		Frequency	Percent
Satisfaction level of Langer facilities	Highly dissatisfied	9	3.5
	Dissatisfied	85	33.3
	Neutral	132	51.8
	Satisfied	27	10.6
	Highly satisfied	2	.8
	Total	255	100.0

Free langar Facilities were also provided there for the tourists. Although the Langer was run by a private player but soon shrine board going to start free langar service for the tourist at various places. From the above table, it is deciphered that 51.8% of the respondents gave a neutral view of it. They were of the view that the shrine Board should also start 24*7 free langar services for the tourists. Furthermore, 33.3% of the respondents were dissatisfied with the langar service. They were of the view that the service should be provided 24*7 a week. However, 10.6% of the respondents were satisfied with the langar facilities and only 3.5% of the respondent were highly dissatisfied with the Langer service.

Table No. 15 Satisfaction level of accommodation facilities

		Frequency	Percent
Satisfaction level of accommodation facilities.	Highly dissatisfied	1	.4
	Dissatisfied	5	2.0
	Neutral	20	7.8
	Satisfied	134	52.5
	Highly satisfied	95	37.3
	Total	255	100.0

During the journey, pilgrims avail of various facilities. The above table highlights the

satisfaction level of accommodation facilities being provided by the Shrine board. It is shown in the table that 52.5% of the respondents were satisfied with the accommodation facilities. The Shrine board constructed several religious Inns (Dhams) for the tourists. They provide accommodation at Bhawan. They construct several sheds alongside the track. Furthermore, 37.3% of the respondents were highly satisfied with the accommodation facilities. They were of the view that the shrine board provided them accommodation on minimal rent. However, there are 7.8% of the respondents who gave a neutral view on accommodation facilities. Moreover, 2% of the respondents were dissatisfied with the accommodation arrangements.

Table No. 16 Satisfaction level of Sanitation facilities

		Frequency	Percent
Satisfaction Level of Sanitation Facilities	Highly dissatisfied	1	.4
	Dissatisfied	4	1.6
	Neutral	48	18.8
	Satisfied	133	52.2
	Highly satisfied	69	27.1
	Total	255	100.0

Table No. 11 above highlights the satisfaction level of sanitation facilities being provided by the shrine board. It is interpreted from the data that 52.2% of the respondents were satisfied with the Sanitation facilities. The board provides washrooms at various places throughout the track. However, 27.1% of the respondents were highly satisfied with the facilities being provided by the board. Additionally, 18.8% of the respondents have a neutral view on sanitation facilities

Table No. 17 Satisfaction level of medical facilities

		Frequency	Percent
Satisfaction Level of Medical Facilities	Highly dissatisfied	0	0
	Dissatisfied	3	1.2
	Neutral	39	15.3
	Satisfied	152	59.6
	Highly satisfied	61	23.9
	Total	255	100.0

The above table provides data regarding medical facilities provided by the board to the tourist during their journey. The Bhawan of Mata Rani is situated 15 km away from the city on the

hills. The track is a bit difficult so the board provide medical facilities throughout the journey. It is interpreted from the data that 59.6% of the respondents were satisfied with the medical facilities provided by the board. Furthermore, 23.9% of the respondents were highly satisfied with the facilities. The Shrine board constructed small hospitals and dispensaries at various places to provide medical assistance to the tourists during their journey. However, 15.3% of the respondents gave a neutral argument on medical facilities. However, 1.2% of the respondents were there who were dissatisfied with the medical facilities being provided by the shrine board.

Table No. 18 Satisfaction level of Drinking water facilities

		Frequency	Percent
Satisfaction level of Drinking water facilities	Highly dissatisfied	2	.8
	Dissatisfied	3	1.2
	Neutral	41	16.1
	Satisfied	141	55.3
	Highly satisfied	68	26.7
	Total	255	100.0

The above table shows the data regarding drinking facilities for the tourists which are being provided by the board. It is shown in the table that 55.3% of the respondents were satisfied with the drinking facilities provided by the board. They argue that facilities were very well managed by the board. However, 26.7% of the respondents were highly satisfied with the facilities. Furthermore, 16.1% of the respondents were of neutral opinion and said it was good also 1.2% of the respondents were dissatisfied with the facilities and only 0.8% of the respondents were highly dissatisfied with the facilities being provided by the board.

Conclusion

This research paper deals with the satisfaction level of the tourists who visited the Shri Mata Vaishno Devi shrine. It is observed from the data that the Shrine Board provide various facilities to the pilgrims like accommodations, medical, sanitation, drinking water, information related to the journey, and other services to make their journey comfortable and easy like Pithoo services, horse services, palki services etc. From the data, it is clear that the majority of the tourists were fully satisfied with the facilities they avail during their journey. They enjoy the journey and seek the blessing of the Mother Goddess. The Shrine Board constructed Dhams at various places to provide accommodation to the tourists during their journey. It also provides free necessary Medicines if tourists needed in any emergency. Clean

and fresh drinking water was arranged throughout the journey. Clean and hygienic washrooms were also there throughout the track to make the journey comfortable for the tourists.

As far as the food quality of the restaurant being provided by the shrine Board, the majority of the respondents i.e., 62.4% were satisfied with the facilities. Although all the information related to the journey, track, topography and other things were displayed on the sign board. Regarding this, the majority of the respondents gave a neutral response i.e., 57.6%, they argued that there is a scope for improvement. As the distance of the shrine from the base camp is 14 km and the trajectory of a path is difficult. So, in their return journey, many tourists avail of massage services to relax themselves. In this, 60% of the respondents gave neutral responses. They believed that these facilities should be provided by the Shrine Board free of cost. The shrine board also provides pony services, Palki services, and Pithoo services to the tourists to carry their extra luggage or can take benefit of these services to reach the Bhawan. As 41.6% of the respondents were satisfied by the Palki services and 56.1% of the respondents were satisfied by the Pony services. Similarly, 52.5% of the respondents were satisfied by the accommodation facilities, 52.2% of the respondents were satisfied by the sanitation facilities, 59.6% of the respondents were satisfied by the medical facilities and 55.3% of the respondents were satisfied by the drinking water facilities. Moreover, related to facilities like langar services, Pithoo services, and massage services, respondents gave neutral responses and suggested further scope for improvement. So, it is concluded from the paper that tourists were fully satisfied with the facilities they avail during their journey to Shri Mata Vaishno Devi and gave valuable suggestions for further improvement.

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